

CRITERIA OF SUCCESSFUL ACHIEVEMENT FOR THE
COUNTY HOME DEMONSTRATION AGENT

1. The Nation-wide system of extension work in agriculture and home economics is a cooperative system of rural education which is fostered and maintained by the State colleges of agriculture, the United States Department of Agriculture, the local county governing bodies, and local groups of people. This work is financed almost entirely from public funds, and the educational aid is available to all rural people free of charge. The county home demonstration agent is one type of worker employed in this system. The county home demonstration agent:
 1. Represents the State agricultural college and the United States Department of Agriculture in a county and carries on an educational program that results in a richer home and family life as well as a more satisfying country life generally.
 2. Acts as an agent of the Federal Government or State agencies in helping the rural people locally in emergencies occasioned by storms, floods, drought, epidemics of disease, or in aiding the Government in the emergencies caused by war.
 3. Works as a public official and teacher with all individuals and rural organizations in an advisory capacity. She may foster and encourage new movements or organizations where needed, but insists that groups as well as individuals must themselves perform, manage, or carry on the various activities in conducting an enterprise.
 4. Usually is stationed at the county seat and works under the general direction of the State director of the cooperative extension work in agriculture and home economics; the immediate supervision of the State leader of home demonstration agents (or State and district agent or assistant director), and she may cooperate with a local extension organization.
 5. Maintains, with other county extension agents, a county extension office as a smoothly functioning unit of the cooperative extension system prepared to furnish information and trained leadership in helping rural people meet the various problems of homemaking and country life.
 6. Administers the expenditure of the funds allotted to the county home demonstration agent work in a businesslike way and for the greatest benefit of extension work in the county.
 7. Prepares clear and accurate reports of activities planned, and of progress and achievement so that administrative officers at the State agricultural college and the United States Department of Agriculture, as well as county officials, rural organization leaders, and others may know and have available facts relating to the problems of rural home and community life, and the home demonstration work in the county.

II. The county home demonstration agent makes studies and surveys of the homes and communities of the county with the aid of supervisors, extension specialists, and State and Federal agencies, as well as local rural women, school and health officials, leaders of local rural organizations, and others interested, to determine and agree upon the larger home, family-life, and community problems of the county.

1. Locates leading rural women, school and health officials, editors, businessmen, and farmers, and wins their interest in studying the local home and community situations and determining the part cooperative extension work may play in the improvement of these situations.

2. Obtains good will and friendly cooperation by maintaining a sympathetic attitude and keen wholehearted interest in local farm, farm-home, and community affairs.

3. Studies the rural background and history of the county and observes the situations and trends that affect the present and the near future of farm home, family, and rural-community life.

4. Uses home management, farm home accounts, farm management, farm economic, and rural sociological data, and makes studies in these fields with the aid of supervisors, specialists, leading local rural women, church, school, health officials, and others to determine incomes and expenditures, standards of living, systems of farm and home organization and management, in order to determine the problems in obtaining larger incomes, adjusted expenditures, and more satisfying standards of country life.

5. Studies and analyzes, with the aid of supervisors, specialists, and local men and women, the present home and family life situations in terms of foods and nutrition, clothing, shelter, sanitation and health, family relations, parent and child training, labor saving and home comforts, recreation and the use of leisure (including art appreciation, music, constructive reading, citizenship), beautification of the house and the home grounds, and determines the efficiency, economy, and fitness of the practices now followed in these activities.

6. Observes the enterprises and practices followed by rural women in augmenting farm incomes, and with the aid of supervisors, specialists, local leading women and businessmen, determines the opportunities for farm women in raising farm produce, making jellies, jams, canned goods, dairy products, sweets, articles of handiwork, and the problems of developing profitable methods of marketing such products.

III. The county home demonstration agent formulates long-time policies and current extension programs of work based on the problems determined in these studies and analyses, with the aid of supervisors, specialists, associate county extension agents, local farm women, business and professional men and women, and representatives of rural organizations.

1. Finds solutions for the problems defined in the programs by working with supervisors; State and Federal specialists; State, Federal, endowed, and business research agencies; Federal agricultural agencies; State departments of agriculture; farmer cooperatives; market and transportation agencies; and leading local farmers, business and professional men and women.

2. Formulates such solutions in sets of recommended practices and standards phrased as terse directions or injunctions, with the aid of supervisors and specialists, and determines with these and local leaders which of the recommendations will be included in the current extension program.

3. Develops economical and easily obtainable supplies of materials or services required in adopting these recommendations by counseling with local leaders and businessmen, specialists, State agencies, farmers' cooperatives, and other business organizations.

4. Formulates, with the help of specialists and supervisors, outline of teaching plans for each major activity in the current program of extension work.

IV. The county home demonstration agent carries out this program by following the plans of work in such an effective manner that the majority of rural women or rural young people affected learn successfully the new or improved methods, practices, and principles, and gain the anticipated satisfactions. Such plans of work guide the county home demonstration agent so that she:

1. Maintains friendly relations with the editors of newspapers and other periodicals in the county, and with leaders of rural social and business organizations, leading farmers and businessmen, ministers, school officials, physicians, and health officials, and obtains their interest and cooperation in advancing the programs of extension work.

2. Obtains and keeps up to date, separate mailing lists of all rural women, girls (and sometimes boys) of club age, identified by their special situation and needs.

3. Teaches these and the general reading public as well, by means of circular letters, circulars, news articles, news notes, group meetings, and other means, what the local rural home and community problems are and how the extension program is designed to meet these problems.

4. With the aid of county leaders, selects demonstrators and other local leaders to aid in teaching local groups of rural women and young people.

5. Trains such leaders with the help of supervisor and specialists to organize local groups of women or girls, and to teach members of such groups the attitudes, principles, and practices which may be recommended as solutions for the various problems of a more satisfying country life.

6. Stimulates others not enrolled in such groups for whom certain recommended practices are known to be appropriate, by means of direct mail matter, posters, contests, window displays, news stories, stickers, meetings or other agencies, in order that such individuals may understand the underlying problem and that the recommended practices will offer a solution that will bring them certain satisfactions.

7. Insures action on the part of women and girls by soliciting their agreement to adopt the recommended practices and report their success with the recommendations.

8. Supplements the instruction given at such meetings by news notes and articles, demonstrations, displays and exhibits, posters, circulars, circular letters, contests, tours, meetings, and other educational aids which help in setting the situations so that rural women and girls learn the significance of the underlying problems which are the basis of the program of work, and win success in adopting the recommended facts and practices.

9. Obtains a report of accomplishment in each major enterprise and, with specialists and local leaders, replans the work, redirects the subject matter, and resets the goals for another year.

10. Summarizes these reports in order to get a measure of accomplishment and to find a basis for modifying objectives, subject matter, and teaching procedures another year.

V. Encourages the organization of rural women and girls for social and educational purposes, or to cooperate in extension work.

1. Assists members of the Grange, health associations, welfare organizations, or cooperative buying and selling organizations in preparing and carrying out educational, social, or self-help programs that will be for the best interests of the county.

2. Assists schools and churches to develop programs that will aid them in playing a larger role in the life of the community.